



Facebook Page Marketing

2011

This ebook is based on a transcript from the webinar, [Facebook Page Marketing with Q&A](#), provided by [HubSpot](#) and [Social Fresh](#). The conversation below is structured in a questions-and-answers format between our panelists, [Jason Keath](#), founder of Social Fresh, [Justin Kistner](#), Senior Manager of Social Media Marketing for Webtrends, [Ellie Mirman](#), Inbound Marketing Manager at HubSpot and [Justin Levy](#), Senior Social Communications Manager at Citrix Online.

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What Are the Most Common Mistakes Businesses Make on Facebook?

Ellie Mirman:

I recently wrote [an article about these mistakes](#), and people started having kind of violent reactions and disagreeing with me.



Profile Instead of a Page

So some of the common mistakes that really start seeing a lot of businesses making, the first is creating a profile instead of a page. Pages weren't out when Facebook first started launching, and I think a lot of businesses decided that profiles were the way to interact on Facebook, but that's really just not the case. Facebook is doing more and more to add more functionality, specifically for businesses, and all of that functionality is focused on the page. There are a lot of differences between profiles and pages, which makes pages absolutely 100-percent the only way for businesses to get a lot of value out of Facebook.

What's funny is a lot of businesses are still making this mistake and still setting up profiles and wondering why they're not getting the same visibility or the same functionality and things like that, the same analytics, for example. So that's definitely one of those pieces – one of the most common mistakes.

Engagement

The other big thing is around engagement or not allowing engagement. Anyone who's shutting off comments, turning off their wall, or not even posting their own content to Facebook is missing out on the whole point of Facebook because it's all about engaging with people there, having the Facebook community starting to engage with you and have their interactions spread out to their network, kind of picking up on that snowball effect that can happen on Facebook to really spread your message more virally.

How Do You Create the Page As Far As Ownership? Who Owns the Page?

Justin Levy:

When Facebook first launched Pages – STM pages and then rebranded as just Facebook Pages – a question that we usually had to deal with when I worked with our clients at New Marketing Labs and even now at Citrix Online is who actually owns the page, because someone, an individual personal profile, had to be the owner.



Often times what will happen in a business is the business owner or marketing team will say, “Yes, let’s go create a page.” Someone will volunteer, either the social media specialists or the marketing person for the company, and they’ll actually set up the Page and be the owner of the page. Then there is an issue if that person separates from the company, or the company no longer continues with the agency that they might be working with. So that was always a problem. Some ways that people got around it was by creating kind of a ghost account, Jim Smith or a Jason Fresh or sort of account where that could be the administrator and give access to the other folks that they wanted to actually be involved with the page.

Now as Facebook has changed, one of the updates has given Pages really their own profile– the page is a person on Facebook now. So that’s not going to be necessary moving forward, once everyone upgrades the pages – or upgrades their pages to the new layout into the new functionality. That is just one of the many features that have changed about Pages because people are crying out for the ability to function as the page, not as the administrator of the page.

Why Should I Invest in a Facebook Page If Most of My Fans Will Never See My Updates?

Justin Kistner:

This is something that we see a lot where people set up a fan Page and then they want to promote different aspects of their business and they use the wall as their method to get the word out. The reality is Facebook has an algorithm called EdgeRank that determines what actually gets shown to whom. The basic way of looking at that is every single post that you put out on your wall gets a post quality score. If you have a low post quality score, it doesn't make it to very many people.



The fundamental things that influence your post quality scores has to do with the number of interactions you're getting on your post, so how many likes, how many comments, how many shares, and then, of course, the element of time, so how many of those are occurring really close to each other. Is the number of interactions continuing on a post, thereby making it relevant to keep in the newsfeed, and all of those elements.

The key things that people do not interact with are related to self-promotion. If you have a large fan base, you can

sometimes even be lured into thinking you're doing a good job if you're getting 500 comments on something. But if you've got over 2 million fans, that's actually a really poor interaction rate.

So what we tell people is that the Wall is really a place for you to build a sense of community with your fans. And it's really a place for your fans to be able to interact with you and for you to be able to interact back with them in non-promotional sort of ways. Then what you want to do in order to reach your fans in any sort of a scalable way is use advertising. You can take out ads that target only your existing fans—the number one reason people become fans is to take advantage of promotional offers.

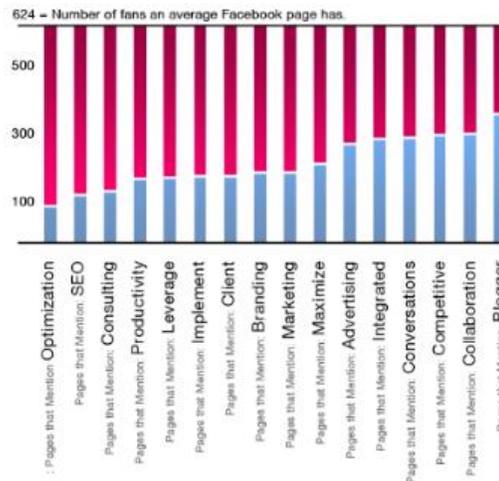
There was a great study done by DDB where they surveyed thousands of fans across six different countries. The majority of participants said they joined your Page because they are looking to get offers from you. So make sure that your fans see targeted ads—take them to a landing tab where there's an opportunity for them to be able to share this out with their friends, and that's the best way to get into the news feed. Thus, you are using their news feed to get yourself promotional posts to have a high-enough post quality score.

How Often Should You Be Posting on Your Wall?

Ellie Mirman:

So, I'll actually give a little plug for Dan Zarrella, who's our Social Media Scientist here at HubSpot. He dug into some of the [data around successful pages](#), he looked at a bunch of Facebook pages, examining their characteristics for how much they posted, what they posted, how frequently and so forth, when they posted. This was in effort to figure out the commonalities among the pages that had a lot of fans or had a lot of engagement.

Buzzwords in Facebook Pages



One of the things he found in terms of timing is that posting on the weekend and in the mornings is optimum for getting a lot more engagement for your page. If you think about that, you will find the reason behind it. Facebook is very much kind of the thing you do after you go home from work. Or on the weekends, you're checking out what's going on, catching up with your friends, so people are already actively on the site at that time, so you're a lot more likely to get a response to get some engagement if you post on the weekends and then in the morning, kind of before work starts.

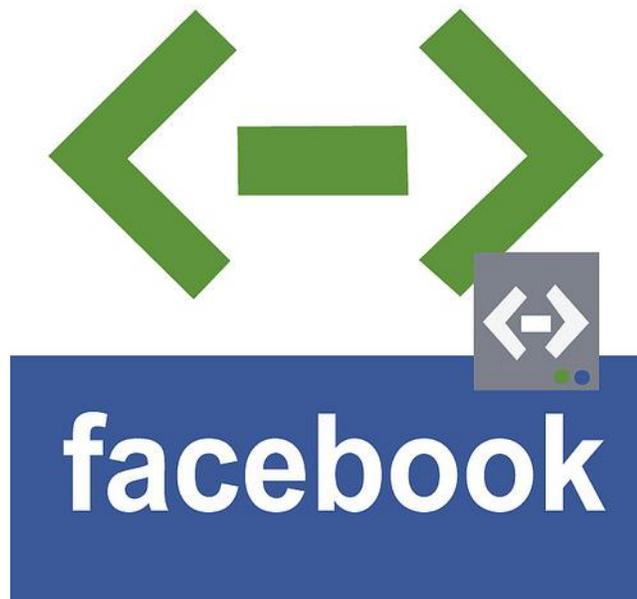
On top of that, in terms of frequency, you definitely don't want to inundate your audience. Based on Dan's research, the optimal frequency was about every other day, so some pages were posting every other day, some less frequently, but it looked like the optimal was about maybe once every other day, just to kind of make sure that you're keeping up that consistency with your audience but not inundating them too much.

In terms of the types of content, it definitely varies depending on what you're doing, and I definitely encourage you to experiment with different types, whether it's videos, blog articles, questions for your audience... Definitely experiment with a lot of different types of content. I will say, though, in terms of topics, one of the most popular topics – and this might seem kind of like a “duh” moment – one of the most popular topics on Facebook is Facebook. So, if you have an article that even remotely crosses with Facebook – so, even if you're in an industry totally unrelated, you could say, “top Facebook pages in this industry.” The likelihood of that getting shared all around Facebook continuously – not just one person sharing it but someone else picking it up, liking it, sharing it with their network and so forth – is a lot higher if that content does include something about Facebook. So, people on Facebook, turns out they really like to talk about Facebook.

How Important Is It to Use Custom Tabs?

Justin Levy:

I think it's really important. It is something I advocate the use of, because it helps to carry brand consistency. On your Facebook page, of course, you can have your logo or a picture of your product or something else as your avatar. You could even have one of the vertical, standard-type images that can contain information about your company and brand, but what the custom tabs really allow you to do is carry that brand consistency and also share that information in a much more compelling way with your community than just having it flow through the stream of the wall.



As people have mentioned, the Wall is really the place for interaction and not pushing your message. But most businesses want to try to increase their email list or have some other call to action, whether it's to "like" the page or to share the page, or subscribe to their blog or something like that. The custom Facebook tabs provide the perfect tool to do that. Some companies set up a landing tab that allows people to subscribe to their email list, others use a custom landing tab to drive more "likes," and lots of businesses will use call to action up on the top. One of the most common ones you've seen is the yellow strip across the top with

some text that urges people to click the “like” button at the top and also something about the business. Once you become a “like” of that page, of course, then you go onto the wall, and that’s where the interaction happens.

In a lot of way ways this has been the “Ah-hah!” moment for companies to realize how they can leverage Facebook, even though they get that they can use the Wall and the other features, to generate discussions. They also want the ability to share their information, and the custom tabs are a way to do that.

Jason Keath: So basically it’s your landing page and your call to action. Rather than Justin Kistner was saying, doing you call to action in the wall, in the news feed, the custom tabs are a better place for those.

Justin Levy: Yes, definitely, and for anyone that’s wondering, the way that you create tabs is using a custom coding language that Facebook’s created, which it’s called FBML, but it’s essentially a version of HTML. They changed some of their code tags and things like that that you have to use and do block some certain types of scripts or things like that, but it’s really easy to get one set up, even if it’s something like a landing tab or a tab for, like I said, email subscription. A lot of the popular email subscriber or service providers have it as a package that you can buy from them and they’ll help you set it up automatically for the people who are a little less tech-savvy. For people that are tech-savvy, it is grabbing a snippet of code and dropping it in.

What Should Marketers Know about Facebook Tabs?

Justin Kistner:

The big significance is it means that you don't have to use FBML anymore. You can use standard HTML, standard JavaScript, all the languages that we're used to building our Web presences with. If you think about the barrier to entry that FBML has been for marketers in order to be able to create a branded presence on a landing tab inside of Facebook, now you can just iFrame in any Web page, so you could use WordPress. Anything that you've done to manage your Web presence to date could now be brought to bear inside Facebook.

Facebook Markup Language (FBML)

[Advanced Topics](#) > [Facebook Markup Language \(FBML\)](#)

We are in the process of deprecating FBML. If you are building a new application on Facebook.com, please implement your application using HTML, JavaScript and CSS. You can use our [JavaScript SDK](#) and [Social Plugins](#) to embed many of the same social features available in FBML. While there is still functionality that we have not ported over yet, we are no longer adding new features to FBML.

FBML enables you to build Facebook applications that deeply integrate into a user's Facebook experience. To use JavaScript within FBML, use FBJS.

- [Tools](#)
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- [Platform Internationalization](#)
- [Deprecated](#)
- [Status Messages](#)
- [Page Navigation](#)
- [Wall](#)
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- [Profile-specific](#)
- [Misc](#)
- [Editor Display](#)
- [Embedded Media](#)
- [Dialog](#)
- [Additional Permissions](#)
- [Social Plugins](#)

It's such a significant game-changer that I don't think we've even really wrapped our brains around all the implications of it. But it basically means that the 520-pixel-wide space that you get for your custom tabs, you can now think about those as the same types of landing pages that you've been making for all of the stuff that you've been doing, of course making sure that you think about it in a social way.

Jason Keath: And expanding past that, I think some of the things that I've seen written about it, the iFrame specifically, is that you can track things better now. You can use Google Analytics, things like that.

Justin Levy: The thing that we have seen is, one, if you talk directly to Facebook. They've done a look across all their top advertisers, and they've found that ROI is 50 percent better if you drove the traffic in via Facebook. As we've started to talk with all the different brands that we work with and their fans, it's pretty obvious as to why the time on site for Facebook is greater than the amount of time that people spend on Google, YouTube, Yahoo!, Bing, MSN Live and Windows Live combined. So, the reason that people are on there is because it's a destination site, and if you can't see your new messages or if you can't keep your chat window open, or you can't see any of your new friend requests or notifications, then you're going to close that page and come right back to Facebook.

So, we've found that people are willing to spend time with your brand. They just want to be able to do that inside the context of Facebook so that they can still see the communication. It's the reason that they're there.

Ellie Mirman: Just to give some credit to a bunch of businesses that have been using the FBML application to create these landing pages already within Facebook. Yes, the iFrame option now makes it possible to do more tracking and just make it a lot easier to throw in an already created landing page. But I know we'll discuss some examples of companies that have even been able to create a custom landing-page tab within their Facebook page just using FBML.

Just a clarification point: anyone who's already using FBML, your applications are going to continue to work. They're not going to suddenly break because of this change. It's just going to happen that you won't be able to add a new FBML tab to your page going forward, starting in about a month.

What Is the Best/Easiest Way to Grow Fans & Followers?

Ellie Mirman:

I think that the biggest thing is around having something that makes someone want to become a fan of your page or want to like a page. It's really important to have good content that people want to engage with, but you also want to encourage them to do that. So to every blog post you have, to every piece of content that you create, add a call to action inviting people to share it on Facebook or "like" it on Facebook. This type of social media optimization will dramatically increase the number of people who are going to do those things. And definitely make sure you're continuing to post the content. Try to engage people once they are fans on Facebook, because they have the power to increase your visibility within the Facebook community. So the more engagement you have, as Justin mentioned, the more you will show up in news feed and gain a lot more exposure.



Justin Kistner:

How do you grow your fans? How do you grow subscribers to your blog? It's no surprise that everybody that has done it before comes back to the same thing—create engaging, shareable, remarkable content. It's as simple and as hard as that, but that is really where you grow, and not to look at Facebook as another pillar or another place to push your

message, but look at it as truly for what it is, and that's the ability to form and develop community.

I think that a lot of people look at it as just a pipe from Twitter to Facebook or things of that nature. But if you're creating compelling content, actually spending time engaging on the Facebook page with your community and creating content that's specifically for them, will bring you more visibility. It will find its way into other people's feeds as they share that, and they'll want to push people there because they're going to learn something from it, just like any other content.

Justin Levy:

In that really great BBB fan survey they found the number-one reason people become fans of a brand is because either the brand directly invited them through their email program or on their Web site, or they saw an ad, either a Facebook ad or some of the stuff that people have been doing with in-game advertising inside Facebook. The second reason people said they became fans is thanks to a friend's referral. When asked further about why people tell their friends to become fans, it's to take advantage of the promotional offers.

And the key thing to think about there is that fans are people who on average use Facebook multiple times a day or at least once a day. The average user has 130 friends. The average fan has 310 friends. They click on over five times as many links inside Facebook, and these are people that are the heavy or regular users of your products. They're looking for some sort of an insider feeling with the brand, so if you're giving that to them and you're using advertising and things like that in your existing communication channels like email to acquire fans, then they're going to turn around and tell their friends, and that whole process will drive fans through the roof for you.

Jason Keath:

Both of you mentioned the leveraging existing properties. If you have an email newsletter, if you have a Web site, make sure you're including "like" buttons. Make sure you're including Facebook-embeddable widgets. Specifically for Social Fresh, we didn't have a hugely robust social Facebook fan page, but as soon as we added the Facebook fan widget to our sidebar on our website, about 70 percent of our new "likes," our new fans, were coming from that. People that came to our site saw that and clicked it. So if you

have a newsletter, if you have a website, make sure you're leveraging those assets.

How Do You Retain the Page Personality While Achieving Business Results?

Often times, the things that get you the most response on Facebook, especially in status updates, might not be the most relevant to your business. Maybe you're a B2B company, Webtrends or HubSpot, and the Grammys just happened. Maybe that's not relevant to your business, but if you talk about it on your page you'll probably get a lot of responses. If you mention Lady Gaga or Justin Bieber, these pop topics, you'll probably get a lot of response, but it's not highly relevant to your business. What's the sacrifice there? Does that work? Should you focus only on your business topics, or should you try to get as much response no matter what the topic is?



Justin Kistner:

Look at that content that is going to be engaged in, like you said, Lady Gaga or Justin Bieber, the Grammys or some pop topic or entertainment topic that typically has a lot of engagement around it, and try examine it from an angle

that's proper for your business. Create content around that that you can share on your Facebook page. So, if you're a marketing company, look at the marketing angles, the marketing power of Lady Gaga and how can you share that. If you are a restaurant or you're B2B, try to find ways that you can integrate those topics, such as Justin Bieber, any one of these pop topics that are very popular or integrate talking about Facebook on Facebook into the content that you're already creating, so that people do want to share it.

Ellie Mirman:

That type of content will serve you well in terms of a large audience and being well received. In addition to that, if you think about your sales and marketing funnel – we kind of use the idea of a funnel a lot here at HubSpot – you want to have content that fits every stage of the funnel. At the very top of the funnel, you want to really open it up as wide as possible and do what you can to get as many people in. That might mean some content that is not that relevant to your business but somehow ties back to your industry and will be something that's really popular and gets shared a lot.

Of course, the people who read that are not going to be that targeted or very good potential customers for you. So at the next stage you create content that's a little bit more targeted. Might be less flashy, but it is more targeted, and the people who are going to respond to that are more of the people you are trying to reach. Then you keep doing that further down the funnel. You keep squeezing that in until you're slowly kind of nurturing people down this funnel from that first piece of content that had only a little bit to do with your business down into this. Further down into the funnel, when people have been reading a lot of your content, they start to understand and engage with you a lot more over time.

You don't have to necessarily always start with that super targeted content that's all about your product, right? Nobody really cares about that, but if you can get them interested in something that pulls them in and continue to nurture them over time with different types of content, that is a good way to get the best of both worlds. Having that balance can pull in people at the top of the funnel and then pull them down in through the funnel.

What is the Most Significant Change Facebook Launched Lately?

Justin Levy:

I would say the ability to switch into the page mode and actually experience the content as the page. Previously, if you were an admin on a page you would have your personal profile. You would have your news feed and could interact on there and do everything that you could do under a personal profile. Then you would have to go over to the pages you administered individually and interact on there.



Now you can actually switch from yourself to your page (up in the corner if you are logged in as your personal profile). Then that news feed actually becomes your fans, everything that your fans or your “likes” are saying. That main news feed is all about them, and all of your notifications and everything will be about the page, and you can interact as the page and then interact with your fans, so you can respond to comments, etc. I really like the fact that you can switch into page mode and see all that content, as opposed to having to be friends with your fans through your personal

account and go through their content, bring it back in. It was intertwined and not easy to do that before.

Justin Kistner: I think the ability to now have your tabs be iFrame is massively significant because it eliminates a lot of barriers and allows you to bring a ton of your existing tools inside Facebook. But the other thing that is significant now is where it's located. Instead of having tabs prominently placed across the top of the page, they have been moved to below the profile photo on the left side and have a smaller real estate on the page. This further underscores the importance of making sure that you have some sort of a promotional aspect to whatever you're doing with one of those custom tabs. Because if you're just hoping that you're going to publish that thing and traffic is just going to come back and check out your fan page and decide to peruse through your landing pages, it's going to be a very bad experience. But if you plan ahead and you use things like advertising and figure out ways to engage your fan base and share with their friends, you're going to be able to drive a ton of traffic to that and get a lot of good value out of it.

Ellie Mirman: Part of the functionality that happens when you become your page on Facebook and you can start to check out your news and things like that is you can interact with other pages. There are some cool opportunities there in terms of businesses working together to interact. Maybe you have other businesses in your industry that you want to interact with. There are maybe some cool things you could start doing to try to get more folks who are already engaging with other businesses to start to engage with yours. Folks should start experimenting with that.

Justin Levy: Another significant change are the email updates of content. I don't know why it took Facebook seven years to figure out that page admins would like to know when someone comments or likes--interacts with their content. It is now on and it has been great because you don't have to find workaround solutions. Before you would have to "like" the page or comment on your own update in order to see when someone updated and so that was a long awaited update by Facebook.

Jason Keath: If you search Google Hyper Alerts you'll find Facebook email updates and it'll let you know when you have comments and status comments on your Facebook page. I think it does a lot

better than Facebook's newly built-in email notification and you can do it for any page not just pages you're admins for. I know there are not a whole lot of options on that update, but I know I've used both of them and Hyper Alerts is still much better than the built-in tools. So I'll throw that tip out there to people that are looking to get email updates when things are happening on their page. I've had a lot of success with Hyper Alerts. But I'm glad Facebook is finally realizing that they need to turn on some of these things that people have been asking for years.

Do You Need a Welcome Page?

Justin Levy:

Well, I like the idea of helping people understand why they would want to become a fan. Ultimately, fans are another form of subscribers for us. We're used to the concept of email marketing. Most people have a general idea of what they're signing up for when they subscribe to an email list. So being able to have a tab that is a default landing experience for people who are not already your fans is a way of giving them a sense of what they should anticipate. It's a really great opportunity to help orientate somebody quickly.

Jason Keath:

You'd probably want to treat it like a landing page no matter what. You can put some welcome information but you probably want to push them to like the page or push to get their email or some type of conversion.

How to Find Your Customers On Facebook?

Ellie Mirman:

One of the easiest ways to figure this out is actually to go through the Facebook ad platform. Part of the Facebook ad platform lets you target your advertising and don't worry, you don't actually have to launch an ad for you take advantage of this feature. Part of the process for setting up a Facebook ad allows you to target your ad to specific demographics or specific audiences based on their interests or their age, or their gender, or their location, all sorts of different factors. Part of that targeting actually gives you a number of the people who fit that criteria. So it's definitely a great free way to find out a ballpark number for who fits your target demographic on Facebook.



Justin Kistner:

One of the things we use is a sort of logical way of thinking about it. If there are about 150 million Americans that are on Facebook, that's about half the total US population. There's over 600 million users worldwide which is more than a quarter of the total users of the Internet. So, if your audience isn't on Facebook, then you have a really big problem. That's one way of looking at it. The other way of thinking about it is doing Facebook marketing relevant for my brand? One of the things that we found, just did a study of 11,000 Facebook campaigns a couple weeks ago, and looking at lots of different campaigns and seeing what is successful in Facebook and true to Marshall McLuhan's quote that the

medium is the message, Facebook is a very social place. The brands getting the most click-throughs are paying the least amount for those clicks because the better the click through rate is, the cheaper you pay for every click and the more socially engaging your brand is.

It all comes down to, is your brand a brand that is a social brand? And that's really going to speak to how much success you can expect to get on Facebook. Because I guarantee your customers are there but, there's a big difference between a brand like Coach or Burberry or one of these luxury brands that people love to talk about versus being in the insurance industry where they're just going to have a harder time figuring out how to make their brand social on Facebook.

How Do You Geo Target or Behavioral Target on Facebook?

Ellie Mirman:

I can tell a fun example. We're hiring here at HubSpot and specifically on the marketing team. And we've got some very clever marketers out there who want to come work for us. So what they did was they created ads for themselves and then targeted at HubSpot employees to say, "Hey, you should hire me." Clearly one of the things that you can do is target based on company, you can target based on age, gender, interests. You can basically use a keyword search. So we do that a lot with our ads. We search for marketing or other kind of related terms and those are really the ones that are going to have the biggest impact for you. I'm not sure if anyone else has used any other searches as well.



Jason Keath:

Here is another example of behavioral targeting: let's say you're maybe a fashion company selling women's dresses or accessories or shoes, and they're high fashion. You might put ads out only to women, targeting a certain age range or education. But you might put ads towards women that like "Sex in the City." So, women who have actually chosen to like an entertainment property that's relevant to your brand or relevant to the audience behavior that you're after. I know sometimes Social Fresh will actually use the targeting of people that like the advertising television show "Mad Men." Typically, a higher percentage of that audience will be interested in marketing than just the general Facebook audience. We have seen a little bit of success with that. Leverage people's interest in not just general topics, but also entertainment properties or even celebrities, sports figures, things like that. You can find some things that really make it relative to your brand.

Justin Levy:

I've seen something similar to what Ellie shared. Some people have used Facebook ads to pitch their product to some of the major media outlets. I know Ben Parr from Mashable posted a tweet one day that some company had actually taken out an ad that was targeted to him, inviting Mashable writers and/or other blogs to write about it. So that was something new and different. As far as the geo question I've seen, we've all seen geo questions, geo examples. They show up every time I log into my personal profile. I don't have a case study as far as someone that's been really successful with it per se. When I was at New Marketing

Labs, we tried to build a user base of one of our clients, Rainforest Cola or Rainforest Beverages. They were launching their cola line in only nine cities initially. So while obviously the Facebook page is global in the sense that anybody can like it, anybody can find it, we only really wanted to target people in those nine specific cities or those geos around them within, you know, 20 or 30 miles because those would be the only places that people could find the product and places where we could run contests and give away product or have meet-ups and things of that nature. So, we ran some successful ad campaigns only in those nine geos without cluttering our Facebook page or their Facebook page with the information about that actual program.

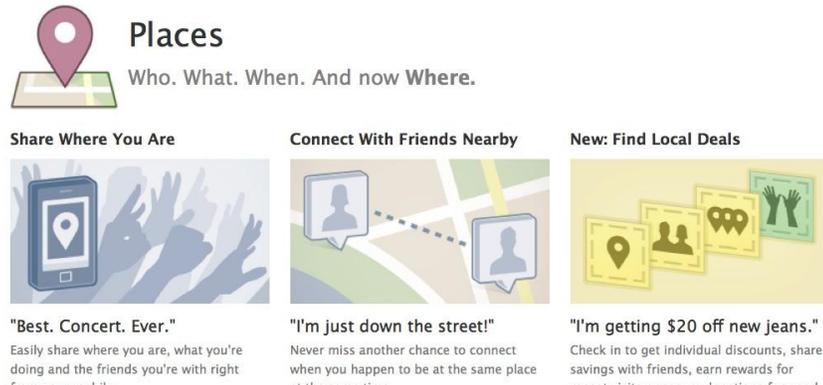
Justin Levy:

One of the things that we've seen people use geo-targeting for – obviously, if you have regional areas that you serve, it's really good to make sure that you're only sending ads to people who could potentially buy your product.

We've also seen it as a really great way to drive down the cost of ads, and there's two ways that that happens. One, not all places have the same click-through rate, and again, the click-through rate is the key to how much you pay for your advertising. So, the better click-through rate you get, the cheaper your ads are.

And one of the things that we've seen is not only can you then separate lots of different geographic regions in order to have those areas where you're getting a really high click-through rate via cheaper cost-per-click for you, but we've also seen that if you actually put the words for the area that you're targeting, like if you're targeting a city and you put that city name in the image of your ad, that can as much as double or triple or even quadruple the click-through rate that you're getting on that ad, which again drives down cost. So, geo is a really great way of segmenting your advertising in order to get maximum optimization out of it.

Location: Understanding the Role of Facebook Places



What should people who have a physical location be considering? Would they want to combine their Facebook Page or their Facebook Place? What does that look like?

Justin Kistner:

So Facebook has rolled out a specific type of Page called a Place page. Its goal is to provide a specific geo-location tied to that Page. It's still fairly early in the adoption of Place Pages. If you are a single-location business, it might be better for you to use a Place Page instead of a fan Page just because there's some additional things that you can do with a Place Page, such as the ability to do offer "deals."

Deals are when somebody checks in at your location and you give them an offer. You pay for that in a similar way you pay for advertising. It's the only form of mobile advertising available on the Facebook platform right now.

If you are the type of business with multiple locations, then it would be a good time for you to continue to keep your brand Page but then roll out a Facebook Place Page for each of your locations. And again, that allows you to roll out deals specific to each of those locations, and it allows people to start to then interact with the other fans. This interaction is one of the key things that people are looking for from the whole fan Page experience, and they can do so with people who are from their same geo-location.

If you are a massive franchise or a very large business, something like a CVS Pharmacy or a McDonalds or Starbucks, then you would have thousands of Place Pages to roll out. Right now, the problem that we have seen with brands is most brands are just trying to figure out how to manage a single brand page.

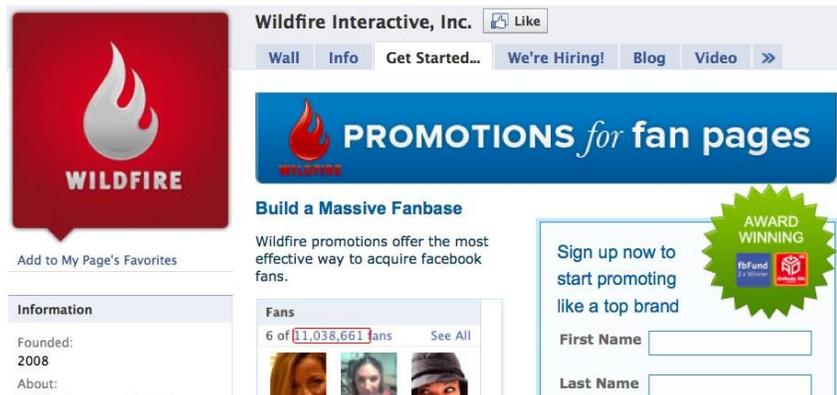
The idea of adding the complexity of thousands of these individual locations when the tools really aren't mature enough to allow you to be able to manage a volume of Place Pages like that, it's probably a little too early for a brand like that to get in unless they have some large investment that they plan on making for a Herculean effort to manage it.

How to Leverage Facebook Contests to Build Reach

Jason Keath:

I know Facebook has been a little up and down on how people can do contests on Facebook. And yet, as with discounts, people love contests on Facebook. They get a lot of response.

So, how does that work? How do Facebook contests work today? What are the simple things that people need to know about them? Should they be using them? What are some of the maybe misconceptions or problems people might run into?



The screenshot shows the Facebook profile for Wildfire Interactive, Inc. The profile picture is a red square with a white flame icon and the word "WILDFIRE" below it. The cover photo is a blue banner with the text "PROMOTIONS for fan pages" and a small flame icon. Below the banner, there is a section titled "Build a Massive Fanbase" with the text "Wildfire promotions offer the most effective way to acquire facebook fans." To the right of this section is a sign-up form with fields for "First Name" and "Last Name", and a "Sign up now to start promoting like a top brand" button. A green starburst badge next to the sign-up form says "AWARD WINNING". The page also shows a "Fans" section with 6 of 1,038,661 fans and a "Like" button.

Ellie Mirman: You really need to understand the differences between contest and sweepstakes and all those different things if you are going to start to use those words and use those types of rules. So, brush up on that if you are going to launch a real contest.

If you are just going to give something away, the simplest way is to post a question or an update on our Facebook page. Say, "Hey, type in a cute little phrase," or whatever it is that we're making people do, to enter into the giveaway, and we'll pick one of the people who comment or liked that particular comment.

And that's always great, because anytime someone interacts on your page it's an opportunity to go out to their newsfeed and so forth. But, that's kind of on the simple end.

On the more advanced end, there are a couple of apps. I know one that we've tried, [Wildfire](#), and it's a whole app that is structured to help you run a contest on Facebook. Definitely check out some of the apps that are available. I think it'll make your lives a lot simpler if you want to run a contest on Facebook.

Jason Keath: Yeah, Wildfire app and [Votigo](#) — those are two that I've seen out there. I think that's really good advice because it is a long list of things that Facebook allows and doesn't allow. I think they allow you to require people to do certain things-- "like" the page or check into a Place—but they don't allow you to "like" a status update, for instance.

So, there are little intricate details you probably should go in and read. But these apps can save you a lot of headache along the way.

Justin Kistner: Webtrends has an app platform, and one of the types that we have is sweepstakes or contests. What we've seen has been that the value that you get out of doing these campaigns has been diminishing over time, and that value has been diminishing in a couple of ways. One, people aren't as excited about becoming your fan in order to participate in these types of contests. It's just not having the same performance that it used to now that the market's savvy to all of this. Once you've entered a bunch of contests and you

don't win anything, you start to kind of realize that this is a waste of time.

The other thing that you figure out as an owner of that Page is that there are websites dedicated towards finding all these contests. And there is a bunch of people who sit at home and go around these sites, entering the contests... So, you end up with a lot of garbage traffic.

Talking with a lot of big brands about their experience when running such contests, we have heard the number of unsubscriptions or unfanning after a contest is starting to go way up.

So, it's not to say that there aren't circumstances where it still works. Obviously, we sell the app, so it's something that we're continuing to offer, but they really aren't what they used to be.

Jason Keath:

So one thing, you're saying that if you are offering a prize of some sort, it's probably smart to make it very relevant to your brand rather than an iPad, which is more generic audience. Number two, you're saying it's diminishing, so is it diminishing, but still worth doing in the right circumstance? Maybe the way email used to receive 90 percent open rates, but with email marketing today, it dropped to 20-30 percent, but that is still valuable. Would you think that these are still valuable for people to invest in?

Justin Kistner:

So, my thought on that is if you're going to give something away that's relevant to your audience, do it not as a contest, but as a strict giveaway. So, if you're in B2B, and you've got a really great study, make it one of those things that, "Hey, if you like us, you can download this."

Then everybody gets it. It's not a contest. And you can still use incentivized methods in order to be able drive fan acquisition, and that's one of the ways to do that.

Businesses Doing it Right on Facebook



Let's list at least one Facebook page that we think is a great example of a lot of the things we've discussed.

Ellie Mirman:

The top thing I'd say is get on Facebook and start experimenting. Facebook changes all the time, and I think one of the benefits of sites like Facebook are that people are slow to adopt new things. So, if you're the first one out there, you have the opportunity to get a leg up against other people.

With a contest or with other things, people start to tune out a lot of what's going on Facebook. Facebook ad click-through rates are going down. Interactions are maybe becoming rarer. The sooner you can get out there, the more you have to benefit from things like Facebook.

So, definitely get out there, start experimenting. Remember, we're all figuring this out together, so it's not like we have some sort of secret knowledge – we're spilling our secret knowledge right here. Experiment for yourselves and let us know how it goes.

One of my favorite Facebook pages is [Mail Chimp](#). What I like about them is that they were able to embed a landing

page. They have a custom tab—you can sign up for their email list right from their Facebook page, which I think is great.

[Magners USA](#), the hard cider, has a great Welcome Page, linking to different parts of their website. So, you can see what different Welcome landing pages look like and get some ideas for your own page.

Justin Levy: We don't have any sort of secret sauce to it; we're all in this together to figure it out. I'd say the only thing on that is all this proves – the only secret it proves about Ellie, Jason, Justin, and I is that we have no lives.

Ellie Mirman: Are you saying that's not fun? ☺

Justin Levy: I'd say that the number one thing besides experiments is please do not make the cardinal mistake of hooking your Twitter account into it and auto-tweet in as your Facebook status update.

I see that on both – I know this is for business, but I'm saying that even for people's personal profiles.

As Ellie pointed out, posting updates every other day is best. So, if you're tweeting as your brand 4 to 5, 10 to 20 times a day, you're overloading your community, and you're not going to grow that way.

Then, I'd say for a Facebook Page – two of my favorites happen to be big brands or one's entertainment, one's a big brand. Fight Club, actually, when they were releasing the Blu-ray version back last about a year and a half or so now, they created a Page that's [Facebook.com/FightClub](https://www.facebook.com/FightClub), as you would expect.



But they created an app. Click on the "Welcome to FC" tab to connect via Facebook Connect. It's an app that will make for a fun experience. Make sure that you have your speakers on and that there's no one around you. But, you'll see some of the power of what Facebook can actually do when you get really creative with it.

Another example is Facebook.com/VW for Volkswagen. They've done some interesting stuff. They have a new app up right now and new tabs up, but they are always changing their apps, always trying to think of new ways.

I've seen an app that pulls all your profile information in and tells what kind of car is perfect for you based on your age and demographic and whether you're married or have kids or things like that. And then it points you to that Facebook page so that you can see their fans putting up pictures of their content. So, they're not selling the car. Their fans are selling the car, and that was really cool.

Justin Kistner:

I think a page that's doing really well is [Rosetta Stone](#), the language learning software. They're an interesting example because they're not the type of brand that you would immediately suspect is doing well on Facebook.

What they have done really well is figure out how to nurture their fans. And again, I've used the reference of email

marketing because it's so familiar to us and such a directly applicable method of doing marketing.

We're used to thinking about attracting email subscribers; now the goal is to send out emails to them that drive value. I see this over and over where people get a Facebook fan page and they're very focused on acquiring fans. But it's like that, step one, acquire fans; step three, profit. Does anybody know what step two is?

And what we've started to see from brands like Rosetta Stone is very effective use of promotion on their Facebook fan page to drive real value that from them translated into millions of dollars during the holiday season and things like that. They're a great example of who I think is doing well.

Jason Keath:

I'll throw out Oreo. I think Oreo's doing a great job of keeping things unique. They include fan photos, global fan photos, in their actual profile photo and change that up. I think they've done some interesting, innovative things. I got a press release saying they're doing a Guinness World Record to try to get the most comments or likes on a status update, and they're actually working with Guinness Records to do that. So, that's very interesting.

And then, Vanity Fair. They actually had Justin Bieber as a guest editor on their Vanity Fair Facebook page. So, he was actually sending out content. He was in the profile photo. They were treating it very much as a publishing platform and having a guest editor as somebody very much in the news from pop culture. I thought that was a unique use of some of the things we're talking about.

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